



# ORDER

Flight Dates **09/11/12-09/17/12**

Contract / Revision **310532 /**

Original Date / Revision  
09/10/12 09/13/12

Advertiser **Arpaio / Republican / Sheriff**

Agency **SRCP Media**

Buying Contact

**201 N Union Street - Suite 200  
Alexandria, VA 22314**

Product

**Arpaio for Sheriff**

Agency Com 15%

Billing Contact

**201 N Union Street - Suite 200  
Alexandria, VA 22314**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:10:00

Estimate # **262**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 16% Market Value 178750

Competing Station	% of Order	Amount
CABLE	%	0
KASW	7%	12512
KDRX	%	0
KPHO	24%	42900
KPNX	24%	42900
KPPX	%	0
KSAZ	18%	32175
KTVK	11%	19662
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	97	\$24,310.00	\$28,600.00	0.00	08/27/12	09/17/12	97	\$24,310.00	\$28,600.00
Totals	97	\$24,310.00	\$28,600.00	0.00					

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KNXV	09/11/12	09/14/12	M-F 7-9am M-F 7-9am	CM	7am-9am	- TWTF - -	:30	10	\$150.00	P-6	0.00	NM	10	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	- TWTF - -			10		\$150.00		0.00				
N 2	KNXV	09/17/12	09/17/12	M-F 7-9am M-F 7-9am	CM	7am-9am	M- - - - -	:30	2	\$150.00	P-6	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M- - - - -			2		\$150.00		0.00				
N 3	KNXV	09/11/12	09/14/12		CM	9am-10am	- TWTF - -	:30	8	\$100.00	P-3	0.00	NM	8	\$800.00



KNXV

Print Date: 09/13/12

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Contract / Revision **310532** Flight Dates **09/11/12-09/17/12**

Hiatus Dates

Original Date / Revision 09/10/12/ 09/13/12

Order Sep 00:10:00

Advertiser **Arpaio / Republican / Sheriff** Product **Arpaio for Sheriff**

Estimate # **262**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F 9am-10am Sonoran Living												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	- TWTF - -			8			\$100.00			0.00			
N 4	KNXV	09/17/12	09/17/12	M-F 9am-10am Sonoran Living	CM	9am-10am	M- - - - -	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	M- - - - -			2			\$100.00			0.00			
N 5	KNXV	09/11/12	09/14/12	M-F 10am-11am The View	CM	10am-11am	- TWTF - -	:30	10	\$450.00	P-3	0.00	NM	10	\$4,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	- TWTF - -			10			\$450.00			0.00			
N 6	KNXV	09/17/12	09/17/12	M-F 10am-11am The View	CM	10am-11am	M- - - - -	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	M- - - - -			2			\$450.00			0.00			
N 7	KNXV	09/11/12	09/14/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	- TWTF - -	:30	5	\$200.00	P-6	0.00	NM	5	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	- TWTF - -			5			\$200.00			0.00			
N 8	KNXV	09/17/12	09/17/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	M- - - - -	:30	1	\$200.00	P-6	0.00	NM	1	\$200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	M- - - - -			1			\$200.00			0.00			
N 9	KNXV	09/11/12	09/14/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	- TWTF - -	:30	5	\$225.00	P-6	0.00	NM	5	\$1,125.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	- TWTF - -			5			\$225.00			0.00			
N 10	KNXV	09/17/12	09/17/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	M- - - - -	:30	1	\$225.00	P-6	0.00	NM	1	\$225.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	M- - - - -			1			\$225.00			0.00			
N 11	KNXV	09/11/12	09/14/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	- TWTF - -	:30	4	\$250.00	P-6	0.00	NM	4	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	- TWTF - -			4			\$250.00			0.00			
N 12	KNXV	09/17/12	09/17/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	M- - - - -	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	M- - - - -			1			\$250.00			0.00			
N 13	KNXV	09/11/12	09/14/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	- TWTF - -	:30	5	\$250.00	P-6	0.00	NM	5	\$1,250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	- TWTF - -			5			\$250.00			0.00			
N 14	KNXV	09/17/12	09/17/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	M- - - - -	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	M- - - - -			1			\$250.00			0.00			
N 15	KNXV	09/11/12	09/14/12	M-F 630pm-7pm M-F 630p-7p	CM	630pm-7pm	- TWTF - -	:30	4	\$700.00	P-3	0.00	NM	4	\$2,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			



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Contract / Revision **310532** Flight Dates **09/11/12-09/17/12**

Hiatus Dates

Original Date / Revision 09/10/12/ 09/13/12

Order Sep 00:10:00

Advertiser **Arpaio / Republican / Sheriff** Product **Arpaio for Sheriff**

Estimate # **262**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	KNXV	09/11/12	09/14/12	M-F 630pm-7pm M-F 630p-7p	CM	630pm-7pm	- TWTF - -	:30	4	\$700.00	P-3	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	- TWTF - -					4	\$700.00		0.00			
N 16	KNXV	09/17/12	09/17/12	M-F 630pm-7pm M-F 630p-7p	CM	630pm-7pm	M- - - - -	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M- - - - -					1	\$700.00		0.00			
N 17	KNXV	09/11/12	09/14/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	- TWTF - -	:30	4	\$850.00	P-3	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	- TWTF - -					4	\$850.00		0.00			
N 18	KNXV	09/17/12	09/17/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	M- - - - -	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M- - - - -					1	\$850.00		0.00			
N 19	KNXV	09/15/12	09/15/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	- - - - - S-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	- - - - - S-					1	\$450.00		0.00			
N 20	KNXV	09/16/12	09/16/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	- - - - - S	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	- - - - - S					1	\$850.00		0.00			
N 21	KNXV	09/11/12	09/14/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	- TWTF - -	:30	8	\$350.00	P-3	0.00	NM	8	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	- TWTF - -					8	\$350.00		0.00			
N 22	KNXV	09/17/12	09/17/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	M- - - - -	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M- - - - -					2	\$350.00		0.00			
N 23	KNXV	09/11/12	09/14/12	M-F 1102pm-1206am M-F 1102pm-1206am	CM	1102pm-1206am	- TWTF - -	:30	4	\$100.00	P-6	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	- TWTF - -					4	\$100.00		0.00			
N 24	KNXV	09/17/12	09/17/12	M-F 1102pm-1206am M-F 1102pm-1206am	CM	1102pm-1206am	M- - - - -	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M- - - - -					1	\$100.00		0.00			
N 25	KNXV	09/11/12	09/14/12	M-F 6-7am M-F 6-7am	CM	6am-7am	- TWTF - -	:30	10	\$150.00	P-6	0.00	NM	10	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	- TWTF - -					10	\$150.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	KNXV	09/10/12-09/16/12		M-F 6-7am		6am-7am	- TWThF - - - -	:30		<del>(\$150.00)</del>		0.00	NM		
See MG 25.11															
[Network Breaking News]															
11	KNXV	09/14/12-09/14/12		M-F 6-7am		6am-7am	- - - - - F - - - -	:30		\$150.00		0.00	NM		
Ⓜ MG for 25.3 09/12															
N 26	KNXV	09/17/12	09/17/12		CM	6am-7am	M- - - - -	:30	2	\$150.00	P-6	0.00	NM	2	\$300.00



KNXV

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**KNXV-TV  
PHOENIX**

Contract / Revision     **310532**     Flight Dates **09/11/12-09/17/12**

Hiatus Dates

Original Date / Revision    09/10/12/    09/13/12

Order Sep    00:10:00

Advertiser    **Arpaio / Republican / Sheri**    Product **Arpaio for Sheriff**

Estimate #    **262**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F 6-7am												
				M-F 6-7am												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----					2	\$150.00		0.00				
N27	KNXV	09/15/12	09/15/12	PR Various Non-Net 1	CM	830-9p	-----S-	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00	
				PR Various Non-Net												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S-					1	\$250.00		0.00				
														Totals	97	\$28,600.00
*Tax 1 Note: Tax 0.5%.																

\*Tax 1 Note: Tax 0.5%.